

# CEO E-Briefing

A weekly report to City Council and the community

December 9, 2011

No. 24



## CEO's Message



### A Charlie Brown Christmas at City Hall starts Tuesday!

Starting today, you'll notice some new and unusual characters around City Hall, including a girl named Lucy, a boy named Charlie and a dog named Snoopy. They are leaving their Eastside home of 44 years and making a new home on the lawn of City Hall.

The elaborate Snoopy House Christmas display—which appeared in jeopardy this month because its home had been foreclosed upon—will make its City Hall debut on Tuesday at 5:30 p.m. and continue nightly from 5 to 10 p.m. through New Year's Eve.

One of my goals as CEO is to connect City Hall more tightly with the community through a variety of innovative partnerships. Bringing the Snoopy House to 77 Fair Drive is a good example of what can be done. More than 80,000 visitors are expected to make their way to City Hall to experience the new home of the Snoopy House. (For a sample of community reaction, please read the letter sent to City Hall this week that appears on page 3.)

The last-minute deal between the City and the Jordan family has meant a lot of scrambling and hard work for everyone, including our staff. The display will need to be put up, in a new location, in just four days. In past years, it took two weeks to get everything ready.

So we are putting out the call for volunteers. We need help starting at 9 a.m. Saturday, 10 a.m. Sunday, and 9 a.m. Monday and Tuesday. We are also asking the community for donations to help underwrite the move and the 19-day event.

For more information, please contact City Hall's **Sylvia Chalmers** at (714) 754-5099 or e-mail her here.

On a final note, Santa has been informed about the change of location and has confirmed he'll be at the Snoopy House display nightly from Dec. 18 through Dec. 23. So be good for goodness sake.

**Tom Hatch**, chief executive officer, City of Costa Mesa



Sign up to receive this E-Briefing directly to your email  
<http://tinyurl.com/ebriefing>

### Stories by Department

#### CEO's Office

- A Charlie Brown Christmas at City Hall starts Tuesday!
- Community calendar
- Former resident thanks City saving Snoopy House tradition
- League of California Cities issues goals: Sustainable pensions, local control, strong partnerships
- Costa Mesa United's Golf Classic set for Jan. 16

#### Development Services

- City looking for proposals to update General Plan

#### Fire Department

- Costa Mesa Fire Department's holiday safety tips for residents
- Fire Dept. responded to nearly 10,000 incidents in 2010

#### Public Services

- City completes more alley improvements on Eastside —on time, under budget
- Sign up for winter holiday Skate Camp

#### Making History

- Milking profits in Costa Mesa's past

#### Secret Spot

- Do you know this local landmark?

#### Final Word

- Moral Courage: The Engine of Integrity



Comments or suggestions, please contact  
[william.lobdell@costamesa.gov](mailto:william.lobdell@costamesa.gov)



City of Costa Mesa



Costa Mesa City Hall



## Community calendar

**Dec 9 FRIDAY** You can buy beautiful poinsettias from Orange Coast College Horticulture Department at bargain prices. The one-day sale takes place from 10 a.m. to 3 p.m. and prices range from \$5 to \$40. Enter the campus from Adams Street and follow the signs to the Horticulture Department.

Friday through Monday, the OC Fair and Event Center will host the Holiday Classic, a four-day dog show featuring more than 150 breeds of dogs. Breeders, handlers and vendors will be on hand. Instructors will be available to explain the workings of a dog show and answer questions. The free event will take place from 8 a.m. to 5 p.m. each day.

Also Friday through Sunday, the Gem Faire will take place at the OC Fair & Event Center. The Faire features gems, beads, fine jewelry, crystals, minerals, lapidary equipment, imported items and more. Open Friday noon-7 p.m., Saturday 10 a.m.-6 p.m. and Sunday 10 a.m.-5 p.m. General admission is \$7 for a weekend pass.

Fight Club OC will feature a full card of boxing and mixed martial arts bouts starting at 7 p.m. at the OC Fair and Event Center. Tickets start at \$45.

On Friday at 8 p.m., Saturday at 2 p.m. and 8 p.m. and Sunday at 2 p.m. and 8 p.m., Vanguard University will present "A Child's Christmas in Wales," a musical tale featuring Welsh music adapted from the Christmas classic by Dylan Thomas. Tickets are \$14; \$12 for seniors and students.

**Dec 10 SATURDAY** We are predicting snow for Costa Mesa—in fact, 40 tons of the white stuff. It's all part of the annual Holiday Snow Land at the Balearic Community Center from 9 a.m. to noon. Presented by Torelli Realty, the morning will feature a snow play area, hay wagon rides, a visit from Santa, a bounce house and more!

The City of Costa Mesa Parks and Recreation Commission will hold **a tour of eight city parks** to get input from the public. The commissioners will be at Suburbia Park at 9 a.m.; Moon Park at 9:35 a.m.; Gisler Park at 10:10 a.m.; Smallwood Park at 10:45 a.m.; Mesa Verde Park at 11:20 a.m.; Tanager Park at 11:55 a.m.; Estancia Park at 12:30 p.m.; and Balearic Community Center at 1:05 p.m.

**Dec 12 MONDAY** The Costa Mesa Planning Commission will meet at 6 p.m. in City Council chambers.

**Dec 13 TUESDAY** The Costa Mesa City Council will hold a study session at 4:30 p.m. to detail the results of the City's annual financial audit and look at the City's budget policies.

At 5:30 p.m., the Peanuts Christmas display—now on the lawn at City Hall—will be officially opened with a "switch-lighting" ceremony. City council members, the Jordan family—who have put on the display for 45 years—and community members will be there to celebrate the continuation of this uniquely Costa Mesa holiday tradition.

Irving Berlin's "White Christmas," the stage adaptation of the beloved classic film, is coming to Segerstrom Center for the Arts this holiday season. Bring your loved ones for a heart-warming celebration of Americana from December 13 through January 1 in Segerstrom Hall. Tickets start at \$20.

**SPECIAL NOTE:** City Hall will be closed for the holidays from Dec. 26 through Dec. 30.

For a complete list of community events, click [here](#).

## CEO's Office



### Former resident thanks City saving Snoopy House tradition

*The City received this e-mail earlier this week.*

I no longer live in Costa Mesa. I moved away in spring 1994 to the Pacific Northwest. I stay connected to my SoCal roots by reading news online from the L.A. Times or the OC Register. Usually, I'm hoping to read something that mentions someone I grew up with so I can send a shout out to them later on. But I just read the story of the foreclosed home in Costa Mesa that has, for decades, brought our neighbors annual joy with the much anticipated delightful display each year at Christmas time.

If I had it handy, I'd include with this email a photo of my then-toddler and me when I took her to the display back in 1993; she was 1 years old that Christmas. I grew up blocks from that house. I went by it on a daily basis on my way to school and when I was older, on my way to work. I still have and stay in touch with friends living in the neighborhood. All our kids are grown now.

Well, I felt compelled to reach out and just say, "Thank You, City of Costa Mesa, for saving it." It's always difficult to read about the financial troubles so many have and are experiencing in recent years. It's harder to observe how one's troubles could impact an entire community; a community of several generations that, like me, have many fond memories of the Peanuts Gang frolicking in that front yard at Christmas time.

I look forward to seeing a photograph of the display installed at City Hall this year in my near-future online viewing of happenings in my hometown.

—Bonnie Caouette



### League of California Cities issues goals: Sustainable pensions, local control, strong partnerships

The League of California Cities recently issued its three strategic goals for 2012 that will guide its advocacy and education efforts. They are:

- Support Sustainable and Secure Public Employee Pensions and Benefits. Work in partnership with state leaders and other stakeholders to promote sustainable and secure public pensions and other post-employment benefits to help ensure responsive and affordable public services for the people of our state and cities.
- Promote Local Control for Strong Cities. Support or oppose legislation and proposed constitutional amendments based on whether they advance maximum local control by city governments over city revenues, land use, redevelopment and other private activities to advance the public health, safety and welfare of city residents.
- Build Strong Partnerships for a Stronger Golden State. Collaborate with other public and private groups and leaders to reform the structure and governance, and promote transparency, fiscal integrity and responsiveness of our state government and intergovernmental system.



## CEO's Office (continued)



### Costa Mesa United's Golf Classic set for Jan. 16

Costa Mesa United will hold its 7th Annual Mesa Verde Golf Classic on Monday, January 16, 2012, at the picturesque Mesa Verde Country Club. The tournament will field more than 130 players, and team it up for a great day of golf and lively camaraderie. The nonprofit hopes to raise more than \$100,000 in net revenue.

The day's round will be followed by cocktails and hors d'oeuvres, an awards banquet, with both silent and live auctions. For more information and to sign-up, please visit the [Mesa Verde Golf Classic website](#).

## MAKING HISTORY



### Milking profits in Costa Mesa's past

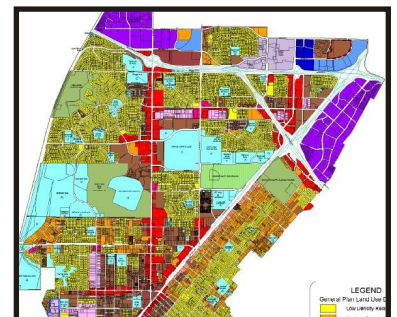
Donald and Edna Gibson moved to Harper (now Costa Mesa) in 1919 and farmed a 10-acre lemon grove. Soon they converted their acreage to a dairy and began selling milk locally. Donald Gibson also drove a school bus, graded county roads and opened a filling station on the southwest corner of Bernard Street and Harbor Boulevard. In the mid-1930s photograph above, Donald Gibson's sons, Marvin (left) and Arthur, are preparing to deliver milk to customers. The dairy operated until 1943 when the boys went off the war. (Source of information and photo: Costa Mesa Historical Society.)

## Development Services

### City looking for proposals to update General Plan

The City of Costa Mesa is preparing a Request for Proposals from various planning consulting companies to prepare a comprehensive update to the General Plan Circulation and Land Use Element in compliance with state law.

The scope of work will include the required technical analysis, environmental documentation, and community outreach activities. The work is expected to commence in February/March 2012. In addition to meeting legal requirements for an updated General Plan, the proposed amendment to these elements is intended to enhance development flexibility in the City, particularly in the Westside, to allow greater opportunities for new in-fill development in revitalization areas.



—Claire Flynn



## Fire Department



### Costa Mesa Fire Department's holiday safety tips for residents

The Costa Mesa Fire Department has issued some safety tips to keep residents safe during the holiday season.

- ▶ Check all natural Christmas trees for freshness. Shedding needles are a sign of a dry tree and pose a serious hazard. Fresh tree needles won't break when bent.
- ▶ Once the tree is home, cut off about 2 inches of the base, place the tree in a stable tree holder and keep the holder filled with water at all times. Check the level of the water daily.
- ▶ A dry tree can be totally consumed by fire in just 3 seconds! Be sure to locate your tree away from all heat sources; hot air ducts, fireplaces, candles and heaters.
- ▶ Check all lighting and look for frayed or broken wires. Always throw out damaged light sets.
- ▶ All lights should be UL (Underwriters Laboratory) approved with no more than 3 sets of lights on one extension cord.
- ▶ Test your smoke detector. If you don't own one, buy one immediately and put it up today. Consider giving them as "stocking stuffer" gifts.
- ▶ Do not burn trees, decorations or wrapping paper in the fireplace. Wrappings burn rapidly and throw sparks which can set the roof on fire.

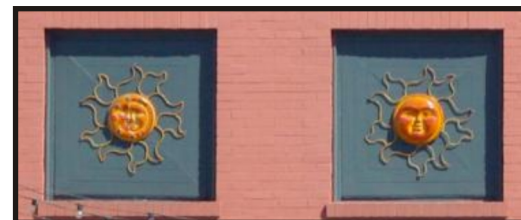


### Fire Dept. responded to nearly 10,000 incidents in 2010

Here are some basic Costa Mesa Fire Department statistics for calls in 2010.

Fire:	181
Rupture/Explosion:	6
EMS/Rescue:	6,801
Hazardous Condition:	172
Service Call:	411
Good Intent:	1,765
False Call:	290
Severe Weather:	7
Other:	8
Total 2010 Incidents:	9,641

### SECRET SPOT



Somewhere in Costa Mesa you might recognize this bit of local scenery.

**Hint:** Ole!

To get the whole picture, see page [6](#).

## Public Services



### City completes more alley improvements on Eastside—on time, under budget

Construction has been completed on the alley improvement project in Eastside Costa Mesa. The improvements were performed on alleys east of Newport Boulevard between 23rd and Wilson streets; west of Fullerton Avenue and south of Flower Street; and south of Flower Street and Fullerton Avenue. The contractor, Black Rock Construction, Inc. of Brea, completed the work in November.

In addition to the concrete paving, the alley north of 23rd Street and east of Newport Boulevard received a new connection to the City's existing storm drain system to capture additional storm water runoff and maximize drainage in this severely impacted area. The new storm drain capacity will relieve flooding in this alley during the upcoming rainy season and for many seasons to come.

Under management by City staff, the project was completed on time and came in under budget for a total contract amount of \$278,410. The project was funded entirely from gas tax revenues.

## SECRET SPOTTED



**Answer:** El Matador, one of Costa Mesa's most venerable restaurants.



### Sign up for winter holiday Skate Camp

The Costa Mesa-based OC Skateboarding League is holding a winter holiday Skate Camp for kids Dec. 19 thru the 21st. Kids can pay either per day or \$250 for the whole three-day session. Check out the City's website for more details.

Subscribe to Costa Mesa's CEO E-Briefing!

Just send your email address by text message:

Text  
**EBRIEFING**  
to **22828** to get started.

Message and data rates may apply.

**NEW URL FOR  
CEO E-BRIEFING  
SIGN-UP:**

<http://tinyurl.com/ebriefing>





## FINAL WORDS

### Moral Courage: The Engine of Integrity

By Michael Josephson

Mignon McLaughlin tells us, "People are made of flesh and blood and a miracle fiber called courage."

Courage comes in two forms: physical courage and moral courage. Physical courage is demonstrated by acts of bravery where personal harm is risked to protect others or preserve cherished principles. It's the kind of courage that wins medals and monuments. Moral courage may seem less grand but it is more important because it's needed more often.

Moral courage is the engine of integrity. It is our inner voice that coaxes, prods, and inspires us to meet our responsibilities and live up to our principles when doing so may cost us dearly.

It takes moral courage to be honest at the risk of ridicule, rejection, or retaliation, or when doing so may jeopardize our income or career. It takes courage to own up to our mistakes when doing so may get us in trouble or thwart our ambitions. It even takes courage to stand tough with our kids when doing so may cost us their affection.

Like a personal coach, moral courage pushes and prods us to be our best selves. It urges us to get up when we'd rather stay in bed, go to work when we'd rather go fishing, tell the truth when a lie would make our life so much easier, keep a costly promise and put the interest of others above our own.

The voice of moral courage is also our critical companion during troubling times; it provides us with the strength to cope with and overcome adversity and persevere when we want to quit or just rest.

At unexpected and unwelcome times, we all will be forced to deal with the loss of loved ones, personal illnesses and injuries, betrayed friendships, and personal failures. These are the trials and tribulations of a normal life, but, without moral courage, they can rob us of the will and confidence to find new roads to happiness and fulfillment.

Moral courage is essential not only for a virtuous life, but a happy one. Without courage, our fears and failures confine us like a barbed wire fence.

The voice of moral courage is always there, but sometimes it is drowned out by the drumbeat of our fears and doubts. We need to learn to listen for the voice. The more we call on it and listen to it and trust it, the stronger it becomes.



*Michael Josephson is founder of the Josephson Institute, whose goal is to increase ethical commitment, competence, and practice in all segments of society. You can subscribe to Michael Josephson's free newsletters [here](#).*